

CLAIMS

1. (currently amended) A method for correlating a user's use of a ~~first network service~~website with a user's ~~use of a second network service~~phone call to a customer service agent for a business, where the phone call to the customer service agent is made independent of the website, the method comprising:

for each user ~~with which the first network service communicates~~that accesses the website, transmitting a webpage to the user that visibly displays a unique ID, where the unique ID is unique to the user's web browser, and the where the unique ID is generated without obtaining information that identifies the user personally to the user such that the unique ID is visible to the user;

storing a record of the unique IDs that have been displayed to users in a webpage; in response to a user telephoning a customer service agent for the business,

requesting, obtaining via the second network service, the user's unique ID from the user in response to the user communicating with the second network service independently of the first network service; and

correlating the user's use of the second network service~~call to the customer service agent~~ with the users' use of the website ~~first network service based on using the user's unique ID.~~

2. (currently amended) The method according to claim 1, further comprising:
~~recording~~storing information related to a user's use of the website, in association with the the user's unique ID displayed to the user, an indication of information transmitted to the user by the first network service.

3. (currently amended) The method according to claim 2, further comprising storing~~recording~~, in association with the user's unique ID, information related to the ~~second network service's~~customer service agent's interaction with the user.

4. (currently amended) The method according to claim 1, further comprising determining, using the unique IDs, the number of users of the second network service that called a customer service agent that also ~~received a communication from the first network service~~accessed the website.

5. (currently amended) The method according to claim 1, wherein the users may purchase products through the second network service customer service agent and wherein the method further comprises using the user's unique ID to correlating any product sale informations purchases made by the user through the customer service agent associated with the second network service with user information associated with the first network service with information about the user's use of the website.

6. (currently amended) The method of claim 1, wherein ~~the first network service is a website and, if information related to how the user reached the first network service is available,~~ the method further comprises:

in response to the user clicking on an online advertisement to reach the website,

storing such information about the advertisement in association with the user's unique ID displayed to the user.

7. (currently amended) The method of claim 6, ~~wherein~~ further comprising: using the unique ID displayed to the user and the stored information about the advertisement to correlate the advertisement with any product sales to the user through the customer service agent. ~~users may purchase products through the~~

~~second network service and wherein the method further comprises correlating a referral source for the first network service with products sold through the second network service.~~

8. (cancelled).

9. (cancelled).

10. (cancelled).

11. (cancelled).

12. (cancelled).

13. (cancelled).

14. (currently amended) The method of claim 1, wherein the ~~second network services is~~webpage supports an Internet chat service.

15. (currently amended) The method of claim 1, wherein transmitting a webpage with a unique ID to the user comprises:

for each user ~~with which the first network service communicates~~that accesses the website, determining ~~-whether a unique ID associated with the first network service has been previously assigned to the user~~the user's web browser has a cookie from the website with a unique ID;

if the web browser has a cookie from the website with a unique ID, ~~a unique ID has been previously assigned to the user~~, retrieving the unique ID from the cookie and transmitting a webpage with the retrieved unique ID to the user; and

if ~~a unique ID has not previously been assigned to the user~~the web browser does not have a cookie from the website with a unique ID, generating a unique ID ~~for the~~

~~user, adding storing the generated~~ unique ID to the record of unique IDs, and transmitting the unique ID to the user in a webpage.

16. (Cancelled).

17. (currently amended) The method of claim 1, wherein transmitting a webpage with a unique ID associated withto the user comprises:

for each user ~~with which the first network service communicates~~, generating a unique ID for the user;

determining whether the user's web browser has a cookie with another unique ID from the website~~has been previously assigned to the user~~;

in response to the user's web browser having a cookie with another unique ID from the website~~a unique ID being previously assigned to the user~~; recording an association between the newly generated unique ID and the ~~previously assigned~~ unique ID in the cookie; and

transmitting the newly generated unique ID to the user in a webpage.

18. (Cancelled).

19. (currently amended) A method for correlating a user's use of a website~~first network service~~ with a user's phone call to a customer service agent for a business use of a second network service, where the user's phone call is made independent of the website, the method comprising:

for each user ~~with which a first network service communicates~~that accesses the website, transmitting a webpage to the user that visibly displays a unique ID, where the unique ID is unique to the user's web browser and where the unique ID

is generated without obtaining information that identifies the user personally to the user such that the unique ID is visible to the user;

for each user ~~communicating with the second network service~~that phones a customer service agent for the business independent of the website, asking inquiring as to whether the user if he received a unique ID from another network service has a unique ID from the website;

in response to ~~the a~~ user indicating receipt of a unique ID from another network service he has a unique ID from the website, obtaining requesting the unique ID from the user; and

correlating such user's call use of the second network service to the customer service agent with user use of the ~~first network service website~~ by correlating records from each of the ~~first website and second network services~~customer service agent call center using the unique IDs.

20. (currently amended) The method of claim 19, wherein the users may purchase products through the customer service agent ~~second network service~~ and wherein the method further comprises using the user's unique ID to correlateting any product purchases sales information associated with the second network service made by the user through the customer service agent with user information about the user's use of the website associated with the first network service.

21. (currently amended) The method of claim 19, wherein ~~the first network service is a website, and, if information related to how a user reached the first network service is available,~~ the method further comprises:

in response to the user clicking on an online advertisement to reach the website,
storing ~~such information~~ about the advertisement in association with the ~~user's~~ unique ID
displayed to the user.

22. (currently amended) The method of claim 21, ~~wherein~~ further comprising:
using the unique ID displayed to the user and the stored information about the
advertisement to correlate the advertisement with any product sales to the user
through the customer service agent. ~~, wherein users may purchase products~~
~~through the second network service and wherein the method further comprises~~
~~correlating a referral source for the first network service with products sold~~
~~through the second network service.~~

23. (currently amended) A system for correlating user use of a ~~first network~~
~~service~~ website with a user's phone call to a customer service agent for a business
~~use~~ of a second network service, the system comprising:
~~a first network service controller~~ web server for the website that transmits a web page
that visibly displays a unique ID to each user that accesses the website, where, for
each user, the unique ID is unique to the user's web browser, and unique ID is
generated without obtaining information that identifies the user personally ~~of the~~
~~first network service such that the unique is visible to the user;~~
~~a first network service recorder~~ first database for storing a record of the unique IDs
that have been displayed to users for each user of the first network service website;
~~a second network service controller~~ phone for enabling users to communicate with a
customer service agent ~~the second network service;~~

a ~~second network service recorder~~second database that stores the unique ID of each user that submits a unique ID to ~~the second network service~~a customer service agent; and

an analyzer that correlates users ~~use of the second network service~~' calls to a customer service agent with users' use of the ~~first network service~~website by correlating records in the first and second databases associated with matching ~~the~~ unique IDs.

24. (currently amended) The system of claim 23, wherein the analyzer correlates products purchased through a customer service agent ~~the second network service~~ with user information associated with the ~~first network service~~website.

25. (currently amended) The system of claim 23, ~~wherein the first network service is a website and, if a user clicked on an online advertisement to reach the website,~~ information related to how the user reached the ~~first network service~~ is available, the first ~~network service recorder~~database records such information about the advertisement in association with the unique ID.

26. (currently amended) The system of claim 25, where the analyzer correlates a ~~referral source for the n advertisement that linked to the website~~first network service with products sold through a customer service agent~~the second network service~~.

27. (currently amended) The system of claim 25, wherein the second database ~~network service recorder~~ records, in association with the unique ID, information related to the interaction between ~~the second network service~~ a customer service agent and the user.

28. (Cancelled).

29. (Cancelled).

30. (Cancelled).

31. (currently amended) The system of claim 23, wherein the ~~second network~~
~~service is webpage supports~~ an Internet chat service. [*note: Claim 31 was erroneously*
labeled as one of two claim 32s in the original application.]

32. (Cancelled).

33. (New). The method of claim 1, wherein the customer service agent is a live
person.

34. (New). The method of claim 1, wherein the customer service agent is an
automated attendant.

35. (New). The method of claim 19, wherein the customer service agent is a live
person.

36. (New). The method of claim 19, wherein the customer service agent is an
automated person.